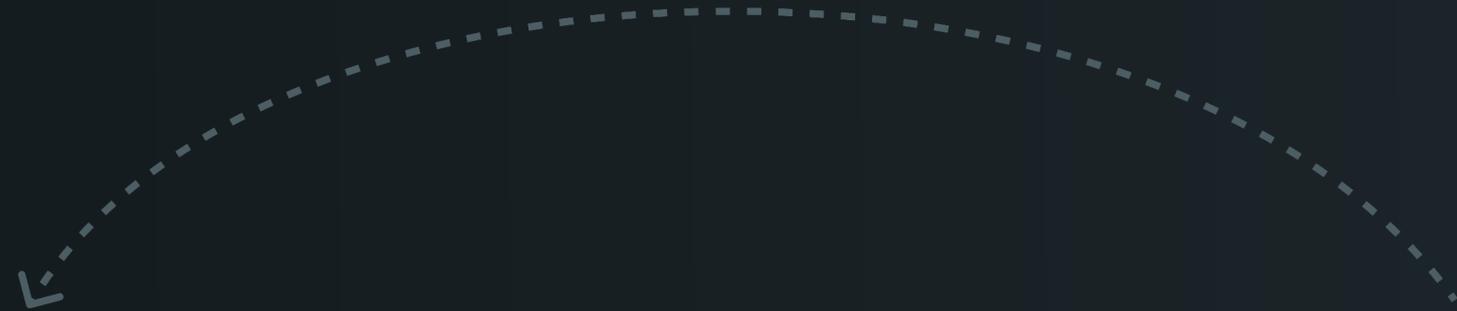




elvah Ecosystem: Analyze → Optimize → Distribute

By combining Europe's most comprehensive market intelligence with a production-ready pricing engine and execution layer, elvah enables CPOs to move from reactive operator to proactive market leader.



A proprietary data layer estimating demand, utilization, and market share across sites and markets.



Recommends and distributes dynamic prices based on utilization, time-of-day, market signals and more.



Enables pricing across app and web channels to increase utilization and maximize revenue.





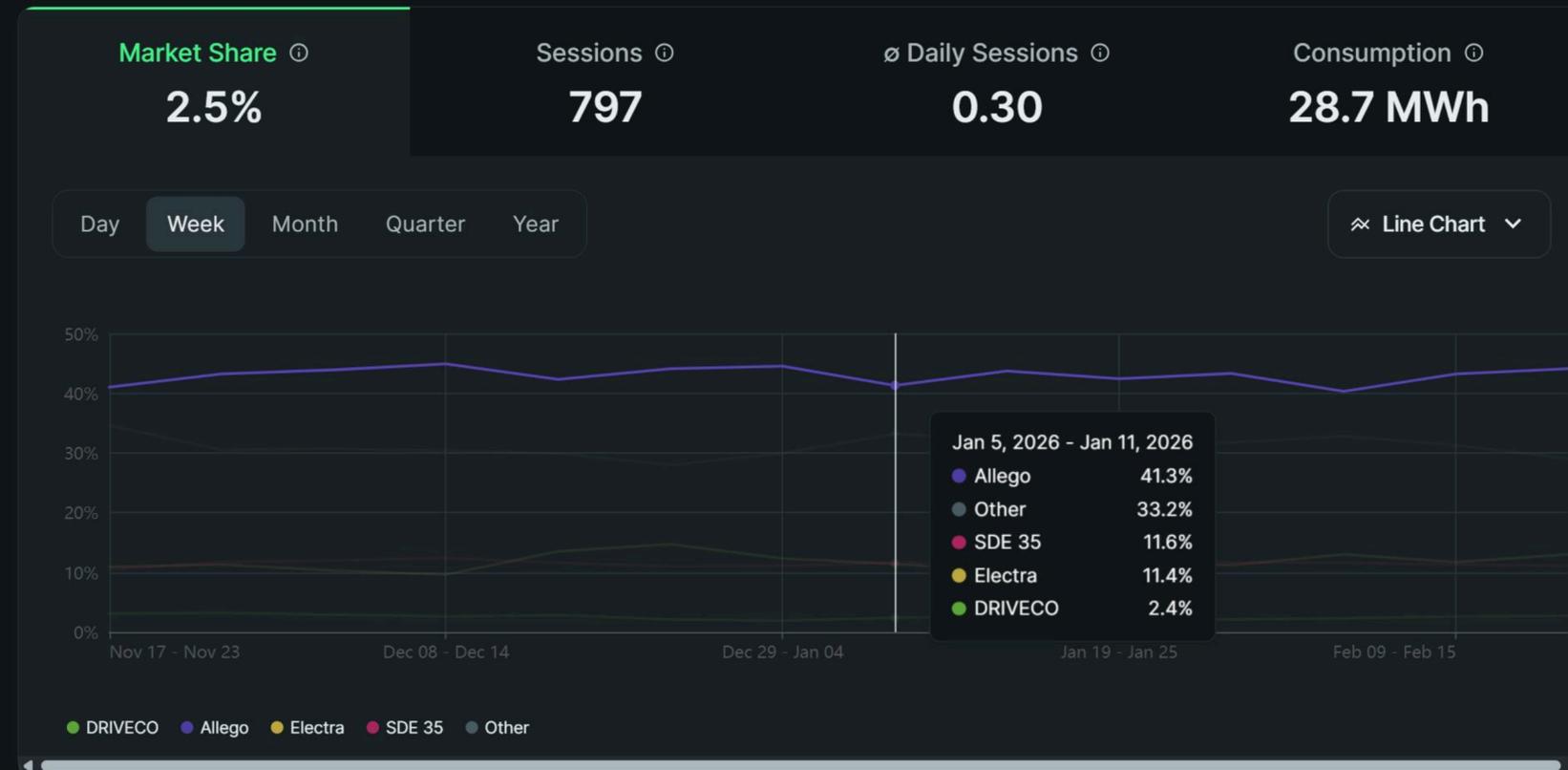
Market & Competition Intelligence

Understand market dynamics and identify potential through competition insights.

- **Market & hyperlocal benchmarking**
Transparent comparison of market share, pricing, and utilization down to site level.
- **Real-time performance insights**
Continuous monitoring of competitor utilization and pricing.
- **Market pattern detection**
Identification of saturation, demand shifts, and competitive pressure.
- **Outstanding UI & API access**
Flexible intelligence delivery via web platform or direct system integration.

Competitor Analysis

There are 21 active operators in the competitive area.



Company	Market Share	Sessions	Active Charge Points	ø Daily Sessions per active charge point	Utilization	Consumption
	100% total	32,058 total	264 total			
Allego (FRALL)	43.1%	13,805	22	ø 6.97	26.7%	289.7



Smart Pricing Engine

Enabling data-driven pricing decisions through strategy comparison, simulation, and backtesting.

- **Run controlled pricing campaigns**
Execute structured pricing experiments and marketing collaborations with measurable outcomes
- **Implement demand-driven off-peak logic**
Dynamically adjust pricing based on real usage behavior instead of static assumptions
- **Advance to strategy modeling & validation**
Enable pricing comparison, simulation, and historical backtesting to reduce rollout risk
- **Operationalize through Price API**
Seamless delivery of pricing logic into CPMS, apps, and digital channels.

Sessions per charge point per site



→ 34 own sites concerned, 324 Competitor sites in this segment

AC March 25 4-8 CPs Nordrhein-Westphalen Autobahn 7

Boost 34 sites now

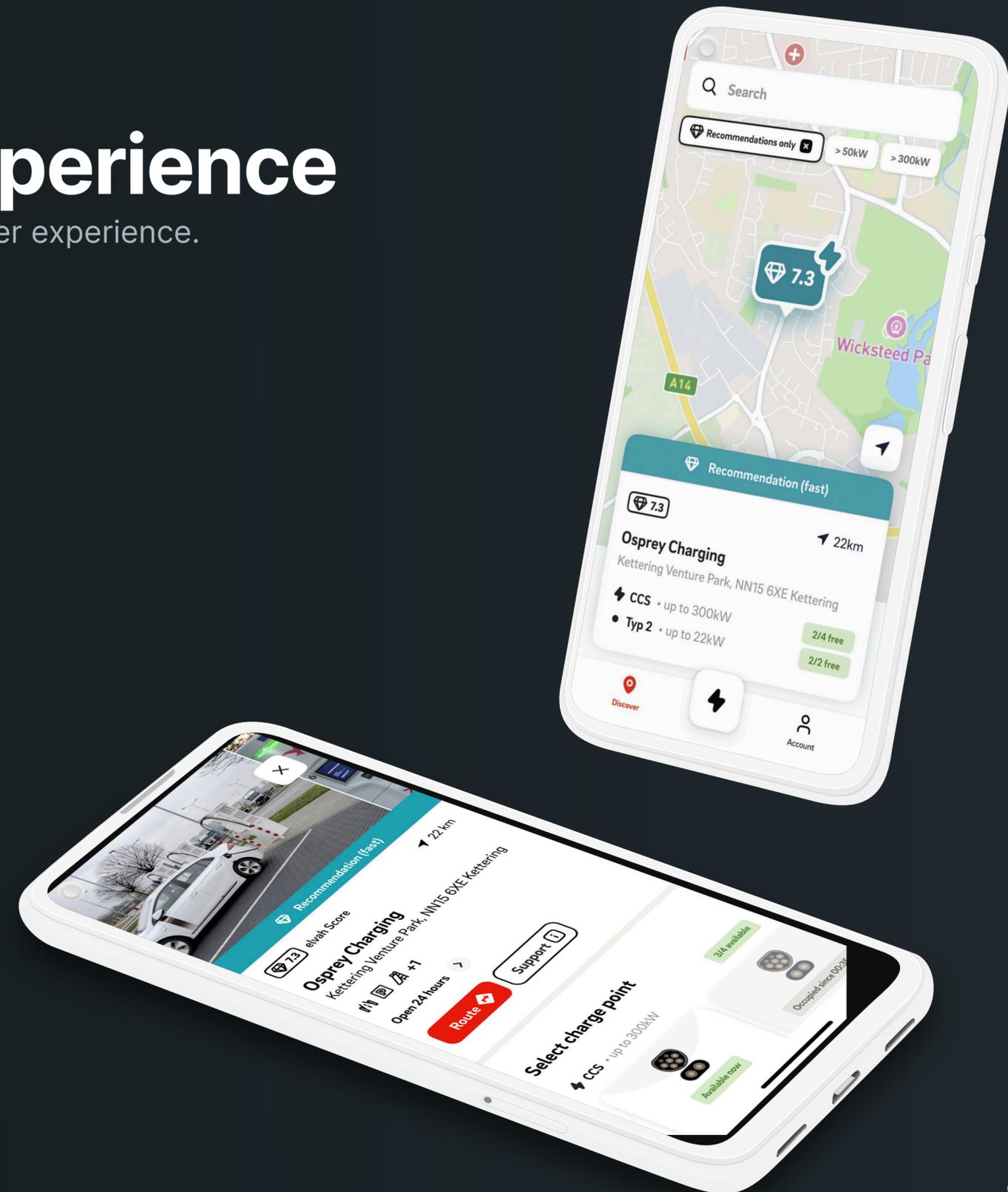




Most Reliable Charging Experience

A scalable, reliability-first charging app (EMSP) enabling seamless user experience.

- **Reliability-first charging experience**
Real-time station performance scoring to reduce failed sessions and increase driver confidence.
- **Best-in-class user experience**
Intuitive, seamless discovery, start, and payment flow with full price transparency.
- **Multi-market ready architecture**
Scalable, localized setup prepared for rapid rollout across multiple European countries.





Turning Data into Strategy



Builds the **market intelligence** backbone

Delivers real-time market data that enables smarter investment decisions.



Transforms **pricing** into a growth engine

Converts data into higher revenue and stronger margins per charge point.



Activates pricing power across channels

Enables direct price control, new reseller economics and monetization.

Questions?

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